

Broadcasting Board of Governors

Marketing Representative- (non-personal service)

**This position is located in Bamako, Mali**

**BACKGROUND:**

**The Broadcasting Board of Governor's is looking for a contractor residing in Bamako, Mali** to assist the West Africa Regional Marketing Officer (RMO) located in Accra, Ghana in the placement of all BBG programs throughout Mali, coordinate promotional, marketing, advertising, and special events; troubleshoot and resolve technical issues related to satellite based logistics for a wide range of BBG affiliates; maintain close contact with affiliates and other broadcasting services as well as BBG headquarters.

The Government anticipates awarding a purchase order under this Solicitation on/or about on August 15, 2015 and no later than August 31, 2015 for the requested services. The Period of performance of the purchase order shall be effective September 1, 2015 – August 31, 2016 for approximately 1,040 hours per annum. Additional hours may be required. All work will be on an "as needed basis" at the directive of the Regional Marketing Officer.

**Obligations of the contractor (SCOPE OF WORK)**

**Marketing Representative – Bamako, Mali**

1. The Contractor shall:
  - A. Be responsible for a wide variety of marketing and affiliate relations activities in Mali, promoting placement of the full range of BBG programs on local stations in the country. Contractor shall also be responsible for media research, coordinating promotional marketing and training activities and maintaining close contacts with other broadcasting services, the Regional Marketing Office, and the BBG headquarters in Washington, DC.
  - B. Solicit prospective affiliates for BBG from the ranks of private and state-run broadcasters in the country.
  - C. Travel on assignments to current and potential affiliate stations throughout the country at the direction of the Regional Marketing Officer. Visit offices in preparation for negotiations with information ministries and local officials. Assist in negotiating terms for contracts and grant agreements with potential affiliates, and conducts customer service to VOA affiliates.
  - D. Coordinate with Regional Marketing Officer to establish and maintain affiliate database within the country.
  - E. Monitor and research media developments in assigned country. Advise the Regional Marketing Officer on strategies for expanding affiliations and improving affiliate services.

Develop marketing strategies; organize advertising campaigns and design of promotional materials.

- F. Organize affiliate workshops and conferences, under the supervision of the Regional Marketing Officer.
- G. Maintain frequent and regular contacts with current and potential affiliates. Respond to inquiries about affiliate programs.
- H. Provide the Regional Marketing Officer with a weekly report of his/her activities.
- I. Search for FM frequencies where necessary.
- J. Return all Government Funded Equipment (GFE) to BBG Accra, FOB origin (shipping costs to be borne by BBG Accra), upon the completion of this agreement unless otherwise agreed to by the Parties.
- K. Be responsible for operating expenses that shall be itemized on monthly invoices with receipts attached. Operating expenses covered under this Agreement may include (upon preapproval), but are not limited to, the following:
  - 1. Monthly Internet Fee (one line for business purposes),
  - 2. Monthly Telephone Bill (cell or landline for official calls),
  - 3. Monthly satellite cable TV subscription (when required)
  - 4. Shipping of promotional items
  - 5. Subscriptions to industry publication
  - 6. Travel to affiliate stations
  - 7. Miscellaneous expenses

The Contractor shall submit a monthly invoice electronically for services provided the preceding month in accordance with the Prompt Payment Act.

All expenditures must have Regional Marketing Officer's preapproval at outset of contract. Should essential marketing functions require additional expenditures, the expense budget will be reevaluated and/or additional functions will be financed by the Contracting Officer in Washington, DC and the Regional Marketing Officer in Accra, Ghana.

- L. Maintain that the marketing and programming plans and business affairs of the BBG and its broadcasters are confidential and should be treated as such, especially regarding any discussions or interaction with other international broadcasters or other media, unless authorized by the Regional Marketing Office.
- M. Not work with another international broadcaster in the same or similar capacity while working with the BBG, or for at least three months upon separation if initiated by the Contractor.

**All work is to be performed from contractor's residence in Bamako, Mali. No office or housing allowance will be paid; however, the BBG will provide a computer, printer and mobile phone to perform services outlined.**

## PROPOSAL SUBMISSION

PLEASE SUBMIT THE FOLLOWING TO THE EMAIL ADDRESS BELOW: (1) a Proposal which addresses the factors described below price/ fee expected for services

Minimum qualifications shall include but not be limited to:

- 1) Qualifications - provide resume in the **ENGLISH language** that includes work experience, education and specialized training necessary to provide the required services under this solicitation. Must be able to demonstrate proficiency in writing and speaking in the English language at a working level and native fluency in the French language.
- 2) Experience –demonstrate experience in providing the required services under this solicitation to Governmental and/or commercial customers.
- (3) Provide a Firm Fixed Price proposal for a base period of twelve (12) months.
- (4) Include three professional references (name and phone number/email address).
- (5) Additional documentation, In person interviews and/or video conferencing may be required.

Proposals must be received by Friday, 31st of July at 4:00pm GMT to Joyce Ngoh via email to:

[Jmngoh@bbg.gov](mailto:Jmngoh@bbg.gov) or via mail to:

*Joyce Ngoh  
Director  
IBB/VOA W. Africa Office of Strategy and Development  
C/o U.S. Embassy Accra  
24, 4th Circular Rd  
Accra, Ghana  
Tel: +233.302.741.457, +1301.985.8655 ext 1457*

Please note that questions regarding this position must be submitted in writing to **Joyce Ngoh** by email ([jmngoh@bbg.gov](mailto:jmngoh@bbg.gov)) and received before the deadline of 4:00 p.m., GMT on July 17th, 2015.